

*Tom Taylor's*  
Motor Trip Through  
*The*  
***Canadian Rockies***  
IN  
***Alberta & British Columbia***  
Including VANCOUVER and VANCOUVER ISLAND

A GUIDE TO OUTSTANDING SHOPS AND  
ACCOMMODATIONS

Selected and Recommended By

**TOM TAYLOR**

LETHBRIDGE — CALGARY — EDMONTON — JASPER and  
BANFF NATIONAL PARKS — THE GREAT DIVIDE  
BIG BEND — THE OKANAGAN VALLEY — VANCOUVER  
VICTORIA and the ISLAND — SOUTHERN TRANS-  
PROVINCIAL — CROW'S NEST PASS and  
WATERTON LAKES

(See Map on Centre Spread)

**TOM TAYLOR PUBLICATION**

NUMBER THIRTY-SEVEN

Printed in Canada

(1953)

**YOU HAVE RECEIVED THIS PUBLICATION  
WITH THE COMPLIMENTS OF**

## **READ THIS PAGE (And Back Page) CAREFULLY**

### **How To Use This Guide**

1. All mileage in left margin are miles from beginning (unless otherwise stated).
2. Each place listed is in exact geographic sequence — or as closely so as possible.
3. If following route, in reverse, simply read from bottom of each page UP and substitute right for left.

### **IF YOU ARE ENTERING CANADA**

1. From the East, or South through Great Falls, Mont.—begin on Page 3 and follow in sequence—
2. After visiting Glacier National Park begin at Page 26 — then turn to Page 3 and follow in sequence—
3. Via Spokane, Wash., and Route 95—(Porthill or Eastport, Idaho)—begin Pages 24 or 25, continue to end and then turn to Page 3 and continue in sequence—
4. By Route 395, out of Spokane, Wash.—begin Page 21—continue to end and turn back to Page 3—
5. From Yakima or Wenatchee, Wash., via Route 97, begin Page 21—follow to end and turn back to Page 3 and continue in sequence—
6. If coming up Pacific Coast you enter Canada from Blaine, Wash., and begin tour on Page 17 and continue in sequence.

### **THE ROYAL BANK OF CANADA**

Invites you to change your money to Canadian funds at The Royal Bank of Canada, mentioned on various pages. You will receive the current rate of exchange. On leaving you may also change Canadian into United States funds without limit and formality at any branch of The Royal Bank of Canada.

### **WHEN VISITING CANADA**

You will want to take home a truly Canadian Product. See Simms Shaving Brushes at better drug and department stores mentioned throughout this publication. These brushes have been made in Canada by T. S. Simms & Company Limited of St. John, N.B., for more than 80 years and are now world famous as a standard of shaving brush quality.

## U. S. ROUTE 91 MONTANA — ALBERTA BORDER

SWEETGRASS (MONT.) — COUTTS (ALTA.)  
FROM ALBERTA BORDER FOLLOW ROUTE 4 —  
IT IS 65 MILES TO LETHBRIDGE

## LETHBRIDGE

Miles From  
Couts 65

Lethbridge  
Chamber  
of Commerce

... first and last impressions always remain — a true impression of Western Canada is the modern city of Lethbridge—The Chamber of Commerce reminds you that this city of 25,000 people is—The Irrigation Centre of Canada — it also truthfully boasts that it experiences more sunshine each year than any other spot in Canada—This progressive centre has two golf courses—Galt Gardens (a park in the heart of the city) and Gurney Museum—It is the home of the most completely self-contained Civic Centre in Canada, whose recreational facilities are combined in one large central area—The Chamber's offices are on the Mezzanine floor of the Marquis Hotel—Write to them for all information on the area of Southern Alberta—Dennis O'Connell, Executive Secretary.

El Rancho  
Luxury Motel

As you enter Lethbridge from the South, on your left, is—El Rancho—Canada's finest Motel—48 Units, each completely self-contained and having every modern convenience—Single and double units or family suites—A Coffee Shop, operated by the same management as the Marquis Coffee Shop (see below)—In the fall, hunters for Hungarian Partridge, Ring neck cock pheasants, Prairie chicken, Ducks and Geese, make El Rancho their headquarters.

Air-  
Conditioned  
Restaurant  
Coffee Shop

In the Marquis Hotel Building is Lethbridge's finest Restaurant—completely air-conditioned—Its name—"The Marquis Coffee Shop" owned and operated by Sven Ericksen, it is open from 7 a.m. - 11.45 p.m. (except Sundays when it opens at 8 a.m.)—Featuring the best in foods carefully prepared by master chefs, you will enjoy "The Marquis"—At the Restaurant counter you may buy superb Danish and French Pastries and the finest in boxed chocolates—One of Western Canada's finest Restaurants.

T. EATON  
Co. Ltd.  
Department  
Store

Next door is the Department Store of T. EATON Co. Ltd.—one of the famous stores belonging to the largest retailing organization in the British Empire—Fine imported and Domestic Woollens—Irish Linens—English Bone China—Clothes for all the family—Merchandise, bought in a T. EATON Co. Ltd. store carries the assurance that its quality is second to none.

Complete  
Service  
Centre  
Chrysler  
Plymouth  
Garage

Behind Eaton's on 6th is one of Alberta's modern Garages—Imperial Motors—Southern Alberta distributors for Chrysler Products—Factory trained mechanics, using modern equipment, and repairing all makes of cars in the large one-stop service centre—Complete Service Station Facilities—B-A Service and Products—(Gulf Oil Credit Cards)—B. F. Goodrich Tires—Open 8 a.m. - 8 p.m. (Emergency night calls 2142) phone 2887 for prompt towing—Drop by and pick up attendant who will leave you at your motel and completely service your car and return it to you when you request it.

Fishing &  
Hunting  
Licenses  
English  
Bone China

— a few doors down from Eatons on 6th is the firm of—Barret-Forrest Hardware Company, in Lethbridge, Headquarters for the Sportsman—Alberta Fishing and Hunting Licenses—High grade fishing tackle—Guns and Ammunition—Campers' Supplies—Imported English Cutlery—Luggage and China—a large modern store in which the United States visitor will be welcomed and will find myriad attractive gifts—especially in English bone China, featuring the famous Shelley in open stock patterns.

## ROUTES 3 & 2 FROM LETHBRIDGE FOR CALGARY

### LETHBRIDGE (Con't.)

**The Royal  
Bank of  
Canada**

In the centre of the city diagonally across from Post Office, is—The Royal Bank of Canada—largest Canadian Bank, with 750 branches at home and abroad. Drop in to negotiate Traveller's Cheques or Letters of Credit, or for any banking service you require. You will find the Manager and staff well informed on local business affairs—and, too, on points of historic or scenic interest. They will be delighted to assist you.

**Annette's  
Fine  
Ladies' Wear  
Imported  
Woollens**

Across the street from the Marquis Restaurant and adjacent to Royal Bank is one of Lethbridge's outstanding Shops—Annette's—Here milady will find—Imported woollens—Suits from imported fabrics—Authentic Scot's Tartans—Camelhair Coats—Gor-Ray Shirts—Fine leather gloves—Cashmères—Sportswear and Beachwear—Annette's is also the Agency for famous Kraft Furs—Mrs. Constance Chicester, Manager.

**The Royal Drug  
Perfumes**

Across from the Marquis Restaurant and next door to Annette's is—The Royal Drug—where generous stocks of French Perfumes (Chanel, Guerlain, Lanvin and Caron) are always on hand—Yardley's toiletries and English Perfumes and Soaps by Roger and Gallet. Rolls razors—English and Canadian Badger Hair shaving brushes—Kodak supplies and movie film—8 hour developing service—English Toffees and boxed Canadian chocolates and of course prescriptions accurately dispensed—owned and operated by Stokes Drug Store (on 5th Street for 35 years).

From Lethbridge Route 3 is followed to Fort MacLeod.

**Mileage from  
Lethbridge  
35**

### FORT MacLEOD

**Restaurant  
Coffee Shop**

In the centre of Fort Macleod is the "Palomino" one of the West's fine Restaurants—From 6 a.m. - 10 p.m. every day, delicious food, carefully prepared, may be enjoyed, amid pleasant surroundings. A Coffee Bar—Main Dining Room and Banquet Hall are but some of the Palomino's facilities—Another is that you may secure famous pastries, confections and English Toffees at the counter—owned by Fort Macleod's leading Bakers, the Palomino is also its top Restaurant.

**English  
Bone China  
Kingston  
and Sons**

At Fort Macleod's main intersection is an unusual English China Shop. In two display rooms, the visitor will see all manner of examples of English craftsmanship—Royal Doulton—Royal Crown Derby—Royal Albert—Paragon—Aynsley and Shelley (all in open stock patterns)—Irish Belleek—Floral China—Dresden—Sterling Silver and Mosaic Jewellery from Italy—Their Gift Department is difficult to leave—Don't miss—The China Shop in Fort Macleod.

From Fort Macleod Route 2 is followed.

**Mileage from  
Lethbridge  
83**

### NANTON

**Ford  
Monarch  
Garage  
Texaco  
Service**

— — on your left as you enter town look for the Ford-Monarch and Texaco Signs, home of—L. E. Smith—Ford Monarch dealer and operating the most modern garage between Lethbridge and Calgary—Factory trained mechanics, doing repairs to all makes of cars—complete Texaco Service and Products—Scrupulously clean Rest Rooms—Powerful fast Tow Trucks—When in-trouble on the road phone Nanton 78 for prompt help.

50 miles to Calgary by Route 2.

## CITY OF CALGARY

Mileage from  
Lethbridge  
133

### CALGARY

A clean modern and progressive city—Famous throughout North America as home of the Annual Calgary Stampede, held in early July of each year. To this city, each July, come thousands of persons from both sides of the border to witness this colourful exhibition.

**Palliser Hotel**  
Canadian  
Pacific

Across from the Station is the Palliser Hotel, owned and operated by the Canadian Pacific Railway—Centre of the social and business life of Calgary, the Palliser is one of Canada's best known Hotels—Its Dining Room or Coffee Shop serves food famous from Coast to Coast—Throughout this large Hotel, has been woven the Canadian Pacific's genius for thoughtful hospitality and courteous efficiency.

**Ted McGregor**  
Importer of  
Women's  
Fine Clothing

— — at 820 - 1st St. West (just around the corner from the Palliser Hotel) is Calgary's finest Specialty Shop—Ted McGregor's is a showcase for all that is excellent from the British Isles—Braemar Sweaters—Jaeger Woollens—Chester Barrie Suits and Coats—The famous Glenthistle Tweeds—Distinguished Clothes with distinguished names, of course, too, you will find authentic Tartans in Suits, Slacks and Kilts—A Shop to make her happy and but a step from your Hotel.

**T. EATON**  
Co. Ltd.  
Department  
Store

On 8th Ave. is the Calgary Store of—The T. EATON CO. Ltd., whose stores across Canada are synonymous with fine merchandise and fair dealing—This huge Canadian enterprise is the largest Retailer in the British Empire—The Calgary Store, an ultra modern Department Store, is filled with fine goods gathered from the four corners of the Earth—Woollens—Linens—China—Crystal—Clothes—all manner of good things which can be bought to advantage on the Canadian side of the border.

**Fine English**  
China  
Birks  
Sterling  
Silver  
English  
Silverplate

Henry Birks & Sons (Western) Limited, 314 8th Avenue, West in Calgary, Canada's leading jewellers since 1879 with branches in eighteen principal cities offer a wide choice of china designs from the world's renowned makers—Minton and Royal Crown Derby. Figurines and character pieces from Doulton, traditional designs in Spode, Wedgwood and Royal Worcester. Birks sterling silver and English Sheffield plate offer wonderful savings and there is a fine selection in antique silver and English crystal.

**Fine Furs**

— — on 8th Ave. between 1st and 2nd Streets W. is Kraft Furs Ltd., one of Calgary's oldest merchants of fine Furs—Throughout the year you will see on display exquisite creations from Mink, Ermine, Persian Lamb, Squirrel and Muskrat—in Coats, Capes and Jackets—the designs under the personal supervision of Mr. Morton J. Samuel, formerly stylist with Milgrims in New York—You are invited to come to their salon and see Furs at their finest.

**McDermid's**  
Drugs  
Everything  
Photographic

At 128 - 8th Ave. W. is the firm of The McDermid Drug Co. Ltd. carrying large stocks of French Perfumes—Guerlain—Caron—Chanel and Lanvin—Kent's English Shaving brushes—Rolls Razors and other English importations—In this store there is a splendid department in photo-finishing for Amateur Photographers—fine grain development of miniature films—Agency for Leica Cameras—Kodachromes of the Calgary Stampede and the Canadian Rockies—Hand-coloured oil views of the Rockies—Here you may secure all types of film in black and white colour for still and movie cameras—official photographers to the famous Calgary Stampede—and of course everything you might want from a fine Drug Store.



## CITY OF CALGARY

### CALGARY (Con't.)

#### **Burrow's English China Shop**

— — one block south from the Palliser at 117 - 8th Ave. W. is Calgary's leading importer of fine English bone china and having one of the largest stocks of Wedgwood (in open stock) that may be seen in the Canadian West—Royal Doulton Figurines and Character Jugs — Coalport — Royal Albert — Shelley and many other famous makes—Floral china—European Crystal. In this bright, attractive store visitors from the United States will see the best of English craftsmanship—Burrows 117 - 8th Ave. W.

#### **The Royal Bank of Canada**

At the corner of Centre and 8th Avenue is the main Calgary branch of The Royal Bank of Canada, Canada's largest bank, with 750 branches at home and abroad. Calgary is also headquarters for the bank's Alberta Supervisor and here is located the bank's Oil and Gas Department, especially set up to aid business men interested in the tremendous developments taking place in the oil and gas fields of Alberta and the western provinces. Enquiries are invited.

#### **British Woollens Importations For Men and Women**

— — on 8th Ave., diagonally across from Post Office, is—"The English Shop"—in Calgary, headquarters for the finest merchandise imported from Britain—Such things as Burberry Coats, Jaeger Woollens—Braemar Cashmere Sweaters—English and Scots Socks and Scarves—Liberty Silks of London—Accessories by Welch—Margetson—Chester Barrie Clothing—Dak Trousers—Wool Dressing Robes and Blazers—at the English Shop you will see all that is fine in the craftsmanship of the British Isles.

#### **Holt Renfrew & Co. Ltd.**

At 227 Seventh Avenue West, and next to "The Bay", Holt Renfrew & Co., Ltd., have opened this year their new Calgary branch, where, true to their time-honoured tradition of over 115 years, they offer the best in furs, fashions and accessories for women, including fine sportswear, fine imported sweaters from Scotland, many exclusivities and merchandise generally not obtainable elsewhere—all selected with discrimination and in good taste, at fair and sensible prices.

#### **Tea Kettle Inn The Carolina**

Two famous Restaurants—The Tea Kettle Inn (Recommended by Duncan Hines) is on 7th Ave. just opposite the Hudson's Bay Store and the Carolina on Centre across from the York Hotel—Each is open from 7.45 a.m. to midnight (Sundays excepted) and both have air-conditioned Dining Rooms and Coffee Bars—The food in either is superb—The Tea Kettle Inn has the English touch, while the Carolina features such delicacies as Steaks, Southern fried chicken and warm weather salads—Few persons visit Calgary without visiting one or both of these fine Restaurants.

#### **General Motors Garage Esso Service**

— — at corner of 4th Ave. and 2nd St. W. is Calgary's most modern fire resistant service centre—it's "Calgary Motor Products Limited"—General Motors dealers for Pontiac—Buick—Cadillac—Factory trained mechanics—Large stock of GM Parts and Accessories—Every type of major or minor repairs undertaken to all makes of cars—Complete Esso Service Station Facilities—Fast Tow and Service Trucks—whenever in trouble phone Calgary 65661—From Midnight to 7 a.m. Emergency calls at same number.

## ROUTE 2 — RED DEER — EDMONTON

Mileage from  
Calgary 92

**General Motors  
Garage  
Texaco  
Service**

**T. EATON  
Co. Ltd.  
Department  
Store**

**The Royal  
Bank of  
Canada**

**Perfumes  
Drugs**

**The Buffalo  
and  
Park Hotels**

**Restaurant  
Coffee Bar**

Mileage from  
Calgary 106

**Lacombe  
Hotel**

### RED DEER

Centre of the richest mixed farming district in Alberta.

First Texaco sign on your left is the home of—Red Deer Motors—General Motors dealers and operating a large modern garage with every automotive facility—Across the street from Eatons it is open from 8 a.m. - 6 p.m. daily (except Sundays)—A complete Texaco Service Centre—Wrecking Service—If you are in trouble phone 2971 (or police after hours)—Get Red Deer Motors to check your car, while stopping off in this pleasant Alberta city.

On your right is another store of—The T. EATON CO. Ltd.—In this one you will find the same fine treasures, sold with the same Canadian-wide guarantee of quality, as in other Eaton Stores—For visitors to this country from Coast to Coast they will discover that the T. EATON CO. Ltd. is part of the Canadian Story.

At the main intersection Traffic lights you will find a branch of—The Royal Bank of Canada—largest Canadian Bank, with 750 branches at home and abroad. Drop in to negotiate Traveller's Cheques or Letters of Credit, or for any banking service you require. You will find the Manager and staff well informed on local business affairs—and too, on points of historic or scenic interest. They will be delighted to assist you.

— — at main intersection traffic light on the corner look for the cream coloured front, opposite the Royal Bank—its—Horsley's Drug Store—carrying generous stocks of—Chanel—Lucien Lelong—Lentheric and Bourgeois, all from France—From England are Yardley's Toiletries—Hills Toilet Waters in their hand-painted English pottery containers—and Rolls Razors—Tussy and Du Barry make-up preparations—From Canada are the famous Simms and Rubberset Shaving Brushes—Smiles 'n Chuckles and Turtle's Candies—Tinned Bluebird Toffee—Nut House Nuts—and of course complete Kodak Supplies and Movie Film—Magazines and Greeting Cards—American and Canadian Cigarettes—Stationery Supplies and Sundries.

Two fine hotels—The Buffalo (turn left at traffic light)—is a new modern hotel boasting every convenience—Rooms with bath—an excellent Coffee Shop and a courteous staff promise you a comfortable, restful stay in Red Deer—The Park (turn right at Traffic light) is operated under the same management and with recent additions and alterations is another of these small but amazingly fine Alberta hotels—you will enjoy whichever you choose—write or wire for Reservations.

Left at Main intersection traffic light is—The Peacock Restaurant—newest and most modern between Calgary and Edmonton—Open 7 a.m. to midnight 7 days a week—From 11.30 a.m. - 8 p.m. table d'hote dinners are featured, specializing in Red Ribbon beef—sizzling steaks—Chicken in a basket—French cuisine and Fresh Louisiana Shrimps—all these may be enjoyed in private booths or at the Coffee Bar, amid pleasant surroundings and where service is the pleasure of a courteous and efficient staff.

### LACOMBE

— — in Lacombe on your left at main intersection is—Lacombe Hotel—newest and most modern hotel between Calgary and Edmonton—36 rooms—with or without bath—an up-to-date Coffee Shop, featuring home-cooked Canadian Food—Fully licensed, its public rooms, its private rooms and the service at the Lacombe are a pleasant experience.

# CAPITAL OF ALBERTA

Mileage from  
Calgary 188

## EDMONTON

Capital of the Province of Alberta and perhaps the fastest growing city in America—in the last several years, oil in fabulous amount, has been discovered and the city now is surrounded by rich wells with new gushers coming in every few months—More important is the strategic location of Edmonton—Here begins the famed Alaska Highway—it serves as a base to that vital means of communication to the north-west approaches of this Continent.

### Macdonald Hotel Canadian National Railways

In the centre of Alberta's capital and overlooking the North Saskatchewan River is the—Macdonald—important link in the famous chain of Canadian National Railways Hotel System—Besides every modern convenience which one expects from a superlative hotel, this one boasts a popular Cafeteria, air-conditioned and moderately priced. In 1953 its magnificent new wing was opened—doubling its guest capacity and making it one of the newest and most modern of Canada's luxury hotels.

### The Royal Bank of Canada

Around the corner from the hotel and on Jasper Avenue, is the main Edmonton branch of The Royal Bank of Canada, largest Canadian bank with 750 branches at home and abroad. The bank's main office in this city is a valuable point of enquiry for any businessman interested in the Canadian oil fields, markets, factory sites in this fastest growing province in Canada. Any one of the bank's eight branches in this city will be glad to negotiate your Letters of Credit and Travellers Cheques and provide all the usual banking services.

### The Purple Lantern Restaurant

At 10049 - 101A Ave. (one block west from Post Office) is Edmonton's finest Restaurant—The Purple Lantern—Here in private booths the best in oriental and western food may be enjoyed—Tables of spotless linen, with unobtrusive but superlative service, all enhance the pleasure of dining in western Canada's famous Purple Lantern Restaurant—open from 11 a.m. - 3 a.m.—Ask an Edmonton friend where he dines, when not at home—he'll say—The Purple Lantern.

### T. EATON Co. Ltd. Department Store

In the strategic and vitally important city of Edmonton you will find a T. EATON Co. Ltd.—Department Store—Large, modern and catering to the rich market which is Edmonton, this store is replete with fine merchandise of every description—Visitors from the United States will enjoy the rich displays of importations from Europe, the British Isles and from countries the world over—China, Woollens, Linens, Clothes—if it helps make life worth living it will be at EATONS.

### Edmonton's Exclusive Photographic Centre

At 10203 Jasper (Opp. Hudson's Bay Store) is—McBain Camera Specialty Ltd.—headquarters for European cameras (Leica—Rolleiflex—Bolex) Extensive stocks of accessories for American cameras—Colour and Black and White processing—Black and White and Colour for still and movie cameras—For any camera difficulties see McBain—in fact if you own and use a camera you will be interested to see the McBain Camera Specialty at 10203 Jasper Ave. in Edmonton.

### House of Birks Jewellers Silversmiths English China

Situated at 104th St. and Jasper Ave. Birks, since 1879, Canada's leading Jewellers—Direct importers of Fine Diamonds, Swiss Watches, Royal Worcester, Aynsley, Minton and Paragon China—Royal Doulton Figurines and Toby jugs—Sterling silver flatware and holloware produced in their own Craftshops. Sheffield Plate Reproductions by Ellis and Co. of Birmingham, England—The Staff of Birks in Edmonton takes pride in their constant efforts to make your visit to their Court of Gifts a memorable one.



## British Imports for Men and Women

— — on Jasper Avenue at 104th (next to "Birks") is Edmonton's Mecca for those in search of the finest in men's and women's wear — Ken Higham & Co. — Direct importers of a host of Britain's finest apparel, such as pure Cashmere Sweaters, Harris Tweed Topcoats, Crombie's Pure Cashmere Topcoats. Casual Jackets in Cashmere, Lambs Wool, Harris Tweed, and Beggar's Bush—Suits in Imported Flannel, Superfine worsteds and Rugged "Blackthorn" Irish Twist—All impeccably tailored by "Warren K. Cook." Also featuring hand-made shoes, by Tyrol, the ultimate in the shoemakers art.

## General Motors Garage Complete Service Station

On 104th (just off Jasper Ave.) is—Jenner Motors Ltd.—General Motors dealers in Edmonton and maintaining a large modern garage and Service Centre—Certified mechanics, modern equipment, a large stock of G.M. Parts and Accessories—Tow and wrecking Service—jockey service to and from all Hotels and open from 8 a.m. - 6 p.m., assures the motorist of complete service on his car, whatever the make, while in Edmonton—For service, at any hour, call Jenner Motors Ltd.—29391.

## Canada's Leading Furriers Since 1837

Holt, Renfrew & Co., Ltd. at 10336 Jasper Avenue, offer you the best in fine furs, fashions and accessories for women—also clothing and furnishings for men—many imported exclusivities and merchandise generally not obtainable elsewhere—including imported sweaters, handbags, French hosiery, French perfumes, colourful blankets and other gift items— all selected with discrimination and in good taste. Holt, Renfrew will open soon a Branch Shop in the new annex of the Hotel MacDonald with stocks of the same choice merchandise.

From Edmonton Route 16 is followed due west to Jasper.

Mileage from  
Edmonton  
132

## EDSON

Halfway town between Edmonton and Jasper—Here you will find Restaurants, Garages and Hotels.

234

## JASPER

The Town of Jasper is centre for the Visitor to North America's largest National Park—From Jasper, views of the Rockies are unsurpassed—South from here, en route to Banff you pass through the Columbia Ice Field—the glacial lakes and the high-spot for mountain scenery.

## Jasper Park Lodge Canadian National

Right in the heart of America's largest National Park and Game Reserve is—Jasper Park Lodge—a Log Bungalow Resort and self-contained Community—The Canadian National Railways Hotel System has left no stone unturned to make it one of the leading Summer Resort Hotels in the World—Every summer sports activity may be enjoyed, amid scenery on the grand scale—Quiet and secluded in location none of the Lodge's 650 Guests have time to be lonely—Open from early June to early September.

## General Motors Garage Esso Service

In the centre of town is—Mountain Motors Ltd.—The stone front garage with log siding Service Station across the street—Chevrolet—Pontiac—Oldsmobile and Buick dealers—A modern garage; factory trained mechanics and complete automotive equipment—General Motors Parts and Accessories—Prompt efficient Tow Service—Trucks (phone Jasper 42)—Complete Esso Service and Products—Use your credit cards—At Mountain Motors Ltd. you will find a complete one-stop service centre.

## Fishing Sporting Information Boats and Guides

In centre of town is Raeside Hardware and Electric (next door to Jasper Bakery)—Carrying large stocks of English and Domestic Tackle—Fishermen's Supplies—English Cutlery and Pocket Knives—but most important is: that inside you will receive intelligent, accurate information upon any phase of sporting activity inside Canada's largest National Park—Boats, Guides and Equipment will be secured for your sporting pleasure—Trips arranged—If writing ahead write or phone to Jack Raeside, Jasper, Alta.—If calling at the store ask for him or Helen Riley—Your first chat in Jasper should be with one of them.

**Men's Shop  
Imported  
Woollens**

**Ladies'  
Specialty Shop  
Children's  
Wear**

**Harry  
Rowed's  
Camera  
Craft and  
Canadian  
Handicraft**

**Alpine  
Village**

**Becker's  
Restaurant  
and Cottage  
Bungalows**

**Mileage from  
Jasper 190**

**Chair Lift Up  
Mt. Norquay**

Right in the Arthabasca Hotel, in Jasper, is the smart Men's Shop of Henry Singer (whose main store is in Edmonton).—Importer of—Overcoats (fall and winter weights) by Carr and Crombie—Peter Scott Cashmere Sweaters for ladies as well as men—Kilspindie Sweaters and Socks from Scotland—Aquascutum Coats—Dak Suits and Dak Slacks—and from the British Isles is a wide selection of imported suitings for tailoring to measure or available in suit lengths—For examples of fine craftsmanship by British Artisans visit Henry Singer here or in Edmonton at 10158 - 101st St.

On Patricia Street—opposite Hudson's Bay Store—is the Mary Prim Shop. Here are exclusive British Imports—world famous Lansea pure Cashmeres and fine Botany wool Sweaters, Harella English made suits, coats and skirts—Beautiful Camel Hair Coats—A large selection of Scots Tartans in Suits, Skirts and slacks—Custom-made women's apparel, including a complete line of "Suzanne" English styled Sportswear—For Children and Baby are the famous Elfynt Scottish Knitwear—the Beau Brummel line of Scotland and many exquisite hand-made items for children of all ages.

Almost Across from the Hudson's Bay Store is the unique Shop of Harry Rowed—famed photographer of the Canadian Rockies—Exclusive British importations—Handicrafts from every Canadian Province—Indian and Eskimo work—Wood carving from Eastern Canada—Mastadon tusk jewellery from the Klondike—All these may be seen there—but it is Photography in which Harry Rowed specializes—Kodak and Ansco Supplies—The best range of colour slides, on the Canadian Rockies, in existence—Scenic enlargements from small house size to murals and of course, superior developing, printing, fine grain processing, etc.—and every photographer's problem or need may be resolved at Harry Rowed's in Jasper.

— — one mile south from Jasper is—Alpine Village—a group of twenty log cabin type twin bedroom cottages—each with complete housekeeping facilities—stone fireplaces and every modern convenience—On the banks of the Athabasca River and set amid a grove of pine and spruce from the cottages you can see Mount Edith Cavell and Whistler Mountain—No more perfect location for a group of cottages exists in the Rockies—for reservations wire or write—Alpine Village, Jasper, Alta.—C. R. Kiefer, Prop.

4½ miles south from Jasper is the Park's best Restaurant and group of Bungalow Cottages—This delightful Dining Room is open from 7.30 a.m. - 9.30 for breakfast and 6 - 8 p.m. for dinner—The food is of superb quality and served in an atmosphere of restful quiet—The Bungalows are singles, doubles or family size chalets with every city convenience—Under the same family management is identical accommodation in Banff except that in Banff there are housekeeping facilities but no Restaurant—Reserve at Jasper—Beckers—for 20 years—a landmark of hospitality—in the Canadian Rockies.

From here, along the Athabasca and the North Saskatchewan Rivers you travel south to the Columbia Ice Field and on to Lake Louise and Banff—The Road, good gravel, is through two National Parks (Jasper and Banff) and no mile of it is without startling, ever-changing beauty.

It is 20 miles to Athabasca Falls, 65 miles to the Ice Field, and 150 miles to Lake Louise.

## **BANFF**

No trip to Canada's Rocky Mountains is complete without the majestic ascent of Mount Norquay by the famous "Chair Lift" in Banff—3240 ft. in length and rising a vertical distance of 1300 ft., from its top, the visitor has an unforgettable panoramic view of the Mountains—The only Chair Lift in the Canadian Rockies, it is the last word in Engineered Safety—But several miles from Banff, it is an experience that should not be missed—Enquire at any of the Hotels.

# BANFF NATIONAL PARK

## BANFF (Con't.)

### **Complete Service Centre**

200 yards from Railroad Station (towards town) is the modern Service Centre of Highway Service Station—Complete and prompt service—B-A Gas and oil—Clean Rest Rooms and Courteous Service—Use your Credit Cards (Union 76—D-X—Shelly and Gulf)—R. E. Johnson, prop.

### **The British Woollen Shop**

For 43 years this famous store has been a mecca for visitors from around the world—on the main street of Banff, the British woollen shop carries one of the largest stocks of British woollens in Canada—Burberry Coats—Crombie and Noble Cashmere Jackets—English worsteds Knitted Sportswear and ladies' suits—all imports from the British Isles—Camel Hair Coats—Gor-Ray Skirts—and exquisite accessories for ladies and gentlemen—No visitor to Banff misses a visit to this interesting shop, filled with importations which can be bought to advantage in Canada.

### **Fine Shoes & Leather Goods Fishing Tackle**

Two doors from the Theatre is—Nudd's—a store replete with high quality goods in leather—The famous "Ritchie" shoes for men and boys—Complete matched travelling sets of luggage by "Travelguard", and "Skyway"—Hand tooled Western belts and other leather goods—Agency for Dack's Shoes—Nudd's maintains a complete shoe repair department—They have, too, a department devoted exclusively to high grade sporting equipment—Fishing Tackle—Campers' Supplies—English bicycles—Outboard Motors and everything for the Sportsman and prices here are the same as elsewhere in Canada.

### **Cascade Hotel King Edward Hotel**

Banff's newest and most modern year round Hotel—The Cascade—61 Rooms, practically all with private bath—A main Dining room—A Coffee Shop—Atop the Hotel is the famous Solarium and Sun Deck with a magnificent view of the surrounding Mountains—In the centre of everything—Excellent Food, luxurious private and public rooms, the Cascade is a fitting tribute to the marvellous setting in which it lies—write or wire when possible for reservations—European Plan—Owned and operated by the same company is another excellent year round Hotel—The King Edward, just a block away.

### **The Gift Shop of Distinction**

In Banff a distinguished shop is on the main street—"The House of Jenifer"—Here are myriad gifts—English Bone China with a Pedigree—Royal Chelsea—Wedgwood—Royal Crown Derby—Royal Doulton (Figurines)—Irish Belleek—Royal Delft from Holland—Rosenthal and Dresden figures—Wm. A. Rogers Silverware—Antique Silver and authentic Antique China—A department devoted exclusively to European Brass, Pottery and gifts of distinction—The House of Jenifer reminds American visitors that Canadian Silver and English China may be bought to advantage while in Canada.

### **Banff Springs Hotel Canadian Pacific**

Famed throughout the World is the magnificent Banff Springs Hotel—This giant hotel of 600 rooms and set amid the beauties of Banff National Park is a triumph of architectural skill and a great Railroad's genius for hospitality—Its Public Rooms—Its Restaurants—Its Golf Course—Its Swimming Pools and its Riding Horses combine to enrich its guests with a holiday, unique in Canada—Only could the Canadian Pacific conceive and carry through to complete perfection such a Resort Hotel—Open early June to early September.

To continue Tour go back to Lake Louise Junction and follow signs for Golden—you pass through The Great Divide and Yoho National Park—through Lake Louise—to Golden.

## THE GREAT DIVIDE ALBERTA BRITISH COLUMBIA KICKING HORSE PASS — YOHO NATIONAL PARK

In travelling from Lake Louise to Golden, B.C. (via Route 1) you skirt Kicking Horse, drive via Field and go through by The Great Divide. It is 57 miles from Lake Louise to Golden via Field and you will enjoy some of the most spectacular scenery in the world. . . .

**Mileage from  
Lake Louise  
57**

**Fridhem Hotel**

In Golden—the most modern—all year round hotel is—The Fridhem—Rooms with or without private bath—A Dining Room where genuine home-cooked Canadian food is the order of the day—A small homelike hotel where the guests' comfort is paramount—No better stop over between Revelstoke and Lake Louise is possible—Sydney Feuz, Prop.

### GOLDEN, B.C.

**Ford-Monarch  
Garage  
Complete  
Service Station**

Right in the centre of Golden—look for Golden Motors—Ford & Monarch dealers. A complete modern garage, staffed by expert mechanics, who use modern equipment to repair all makes of cars—Fast powerful tow and service trucks—A complete Service Station, carrying B-A Products. When in trouble phone Golden 30—or send word to town.

The highway now takes a giant 200 miles hairpin turn around the Mountains to Revelstoke (see map)—Always follow Route 1. Big Bend Highway follows the Columbia River all the way.

**Mileage from  
Golden 93**

### LAKE KINBASKET

On beautiful Lake Kinbasket, on your left, is a delightful community—with every facility for your comfort—Excellent food—11 double and single Cabins—Esso Service—Swimming—Fishing and Hunting—owned and operated by—Boat Encampment (See listing).

**Mileage from  
Golden 100**

### BIG BEND HIGHWAY—Boat Encampment

The following listing is at top of this highway—100 miles from Golden—100 miles from Revelstoke.

**Cabins  
Coffee Shop  
Service Station**

Exactly halfway around Big Bend is—Boat Encampment—a self-contained community on the Columbia River 6 modern double Cabins with every city convenience—Ten rooms in the Lounge—A complete Dining Room and a Snack Bar (open from 6 a.m. until midnight)—A complete Shell Service and Products—A delightful place for a meal, a night or longer and the immediate vicinity is excellent fishing and big game hunting—for reservations, whenever possible, write L. Berger, Prop., Revelstoke, B.C.

**Mileage from  
Golden 200**

### REVELSTOKE

**Ford, Monarch  
Garage  
B. A. Service**

On the way to business centre your first garage and service pumps are—Davidson Motors—Ford and Monarch dealers. A modern garage, with factory trained mechanics, and repairing all makes of cars. Large stock of Ford Parts and Accessories—Firestone Tires—Complete B. A. Service and Products—Rest Rooms—Prompt Road Service. If in trouble phone (or send word), Revelstoke 367. Use your Credit Card. Gulf—Shelly—Mid-Continent and Union Oil 76.

**Rexall  
Drug Store  
Perfumes**

On McKenzie Ave. look for Donaldson's Rexall Drug Store, in Revelstoke, headquarters for fine imported French Perfumes—Coty—Guerlain, Chanel, Lanvin and Shalimar—Yardleys' Toiletries from England—Agency for Lenthéric—Faberger—Chantilly and Houbigant—Barbara Gould—Vita-Ray—Dorothy Gray and Harriet Hubbard Ayer—Kodak Supplies and Movie Film—Rolls Razors—English Shaving Brushes and all the high quality merchandise that you will find in a Rexall Store.

# ROUTE 1 TO SALMON ARM — 97 FOR OKANAGAN VALLEY

## REVELSTOKE (Con't.)

**Everything  
Photographic  
English  
Bone China**

Around the corner to your left from the King Edward Hotel and Dining Room is Revelstoke's leading photographic dealers—Stocks—Here you will find—cameras—Black and White and colour films for still and movie cameras—scenic views of Revelstoke—at Stocks' visitors will find a delightful assortment of English bone china cups and saucers, ornamental china and Figurines—If you have a Camera, your first stop should be at Stocks.

**King Edward  
Hotel**

In the city's centre is its leading hotel—The King Edward—40 comfortable, delightfully furnished rooms, half of which have private baths—Fully licensed and boasting a Dining Room and Coffee Shop where superb food is the order of the day—Headquarters for Rotary (12.15 on Mondays) and Kinsmen—under the personal management of the proprietor, Ray Feedham.

**King Edward  
Dining Room  
and  
Coffee Shop**

In the hotel the excellent Dining Room and Coffee Shop is under the direction of Mr. and Mrs. Myles Charters—master chefs themselves—and whose skill is evident as each dish comes from their spotless kitchens—Open Daily from 7 a.m. - 11 p.m. (Sundays 5-9), the tasty food may be enjoyed at tables or the Coffee Bar—Specializing in Steaks, Southern Fried Chicken, Barbecued Spare Ribs and warm weather salads, you will enjoy your meal in The King Edward.

From Revelstoke Route 1 is followed 65 miles to just short of Salmon Arm, where Route 1 meets Route 97—at 97 you turn left and strike SOUTH down the Okanagan Valley.

N.B.: Route 1 continues west through Kamloops and down the Fraser Canyon to Hope—an alternative route but more difficult at the present time.

**Mileage from  
Revelstoke  
103**

**Restaurant  
Bakery**

On the main street, opposite Bank of Commerce is—The Okanagan Bakery and Cafe—Vernon's finest place to dine—Modern, large and cool the food is truly home-cooked—Open from 7 a.m. - 11.30 p.m. you may enjoy this excellent food in private booths or Coffee Bar—Besides the superb menus, you may secure delicious pastries and confections at the counter—By well-seasoned travellers the Okanagan Bakery and Cafe is reckoned the best in the Valley.

**Mileage from  
Revelstoke  
137**

**Deluxe  
Motor Court**

## VERNON

## KELOWNA

After entering city limits, 4th Court on your left is — The Deluxe Motor Court — 11 Units of various sizes — completely equipped with—Electric Stoves—Frigidaire—Hollywood beds—oil heat and luxuriously furnished for your comfort even to Venetian blinds—Set in a shaded apple orchard and under the careful personal management of the owner, Mr. O. C. Steele, it is your finest stop in the Okanagan.

**Sporting Goods  
English China  
Game Licenses**

On the main street look for the Yellow Front Store, home of Mc & Mc across from Royal Anne Hotel and operating a large modern Hardware store of special interest to United States visitors—for here they will find English and domestic fishing tackle—Guns and Ammunition—British Columbia Fish and Game Licenses and for the Sportsman's wife, Mc & Mc has a delightful assortment of English bone China and English Cutlery—And of course at Mc & Mc you will find Campers' Supplies of every kind and a full line of shelf and heavy hardware.

**British Imports  
Department  
Store**

George A. Meikle, Limited—leading departmental Store and situated on the Main street—From Britain there are the famous Daks slacks and skirts—Gor-Ray Skirts—Cashmere Sweaters—Viyellas—Irish linens in profusion—Kenwood Blankets—Agency for Dack's Shoes—Piece goods (fine imported fabrics)—at Meikle's you will find clothes for all the family—from Baby up through the generations—Meikle's—a house of quality—reminds American visitors that all the above mentioned merchandise can be bought to advantage in Canada.







# ROUTES 97 — 3 & 1 FRASER VALLEY TO VANCOUVER

**The Royal  
Bank of  
Canada**

**General Garage  
Esso Service  
Studebaker  
and Austin**

**Mileage from  
Revelstoke  
185**

**Mileage from  
Revelstoke  
260**

**Evergreen  
Motel**

**Ray's Cafe  
Dining  
Room**

**Hi-Way Motors  
Shell Service**

**Mileage from  
Princeton  
83**

**AAA  
Lyn-Al Motel  
Coffee Shop**

## KELOWNA (Con't.)

In the centre of the city is—The Royal Bank of Canada—largest Canadian Bank, with 750 branches at home and abroad. Drop in to negotiate Traveller's Cheques or Letters of Credit, or for any banking service you require. You will find the Manager and staff well informed on local business affairs—and, too, on points of historic or scenic interest. They will be delighted to assist you.

On Lawerance—a block over from Royal Bank is—Ladd Garage—for 30 years this Garage has been servicing cars from all over America—A complete Service Centre—factory trained mechanics—Modern equipment—large stocks of parts and Accessories—Tow and wrecking service—Repairs of every kind to all makes of cars—An Esso Service Station (use your credit card)—When in trouble phone Kelowna 2252 (night emergency 6190)—Ladd Garage Ltd.

In leaving Kelowna you cross by Government Ferry and proceed via route 97 down the west side of Okanagan Lake—to Penticton.

## PENTICTON

10 Miles beyond Penticton you join Route 3—turn right on Route 3 and proceed to Princeton via Keremeos—It is 65 miles along Route 3 to Princeton.

## PRINCETON

After entering Princeton limits on Route 3, on your left is—The Evergreen Motel—newest and most modern on Route 3—21 units—doubles or singles with every convenience and luxuriously furnished to the last detail—Situating, in one of British Columbia's beauty spots—The Evergreen is worthy of its location—under the personal management of the owner, Thor Ellison.

In Princeton its—Ray's—From 6.30 a.m. - midnight delicious food may be enjoyed either at the Coffee Bar, or Tables or Private booths—Table d'hôte meals from 11.30 - 2 and 5 - 8—à la carte service always, featuring Steaks from prime western beef—or warm weather salads—A completely equipped Soda Fountain for your convenience—Everyone will tell you it's—Ray's in Princeton.

Right in the centre of town Hi-way Motor's most reliable garage in Princeton and repairing all makes of cars—Factory trained mechanics—the latest equipment—large stock of parts—Tow and Service trucks—jockey service to and from Hotels and Motels and, of course a completely equipped Shell Service Station—if you are in trouble phone Hi-way Motors—101 Princeton—across the street from the Post Office.

When you leave Princeton you travel 83 miles over the famous Hope-Princeton Highway—perhaps one of the most beautiful stretches in the world, through Manning Provincial Park—you will never forget the smooth 83 miles over a highway which is a tribute to the engineers who built it.

## HOPE

Where Routes 3 and 1 join—100 miles east from Vancouver.

On your main route in Hope (left) is the delightful four star—Lyn-Al Motel and Coffee Shop—8 Units, doubles and singles, with every convenience—carpeted from wall to wall—Central heat—The Coffee Shop serves genuine home-cooked food and is open from 8 a.m. - 8 p.m.—lying at the base of Mount Hope, Lyn-AL is your best stop east from Vancouver—Phone Hope 3326, Mr. and Mrs. Grant Cruickshank, P.O. 372, Hope B.C.

From here follow Route 1 for 100 miles along the famous Fraser River and Valley, into Vancouver.

# CITY OF VANCOUVER — OCEAN PORT

Mileage from  
Hope  
100

## VANCOUVER

Canada's third largest city and Pacific Ocean Port.

### Hotel Vancouver

Tallest building and landmark; this fine hotel is operated for the owners jointly by the Canadian National and Canadian Pacific Railways—It is a perfect blending of the resources of Canada's two transcontinental Railways—Overlooking the harbour, it commands a magnificent view of the city—Its food in either main Dining Room or Cafeteria is famous throughout the far West and its rooms and appointments are the last word in luxurious comfort.

### The English Shop

Across from Hotel Vancouver is the English Shop—Direct Importers of fine woollens for men and women—Headquarters for Rodex imported top-coats, Pure Cashmere Jackets and Coats, Pure Camel Hair Coats, English and Scottish suitings, Viyella Sports Shirts, Braemar Cashmere Sweaters, Plaid and Tartan Skirts, Accessories and yardage in woollens, from the British Isles. See this selection at the English Shop.

### Woolcraft Limited 526 Howe St.

One block from Vancouver Hotel at Woolcraft you will find Imported Cashmere Lambswool, Botany Sweaters in Cardigans and Pull-overs. Petit Point and Needlepoint Supplies, in quantity. Bed Jackets—Wool. Baby Shawls—Liberty of London, Silk Squares for Ladies, Silk and Wool Ties for Men. Hand Woven Wool Ties. Imported Men's Wool Socks. Imported knitting wools in every weight and shade from the British Isles—Sirdar Wools from Wakefield in England—Vancouver's leading wool shop.

### Birks On the Corner With the Clock

Meet and shop on the corner with the clock, Granville St. at Georgia. You will enjoy a visit to Birks in Vancouver. Internationally known Jewellers and Silversmiths, Birks are also direct importers of Fine English China by Minton, Aynsley, Spode, and many others. Doulton and Royal Copenhagen figurines, fine cut crystal, decorative potteries, and leather goods from England and Europe.

### Dunne and Rundle Ltd. The House of Fine Cameras

On Granville St. at 579 is Vancouver's outstanding store of Photographic Supplies and one of the most modern stores of its kind on the Continent—Authorized Leica dealers—Stocking practically every kind of high grade imported cameras and equipment, 8 M.M. and 16 M.M. Movie department—One day developing service—Color Film—All kinds and sizes—For everyone who owns a camera, a visit to this store is a must.

### Fine English Bone China at The House of Dover Ltd.

At 523 Granville Street (across the street from the main branch of the Bank of Montreal) is Vancouver's Exclusive China and Gift Shop—A large attractive store stocked with exquisite importations. Dinnerware in Royal Crown Derby, Paragon, Aynsley, Coalport, Wedgwood, Royal Cauldon, Tuscan, Shelley's, Royal Stafford and Royal Bayreuth (Bavarian) Teaware by Royal Albert, Royal Chelsea and Tuscan and others in open stock patterns. Exquisite Belleek china from Ireland. Figurines by Royal Doulton, Worcester and Staffordshire. Exclusive Figurines by Rosenthal, also Italian Terra Cotta and Beswick ware. East India hand carved Ivory Figurines and fancy Brassware. Crystal from England and the Continent. Giftware and Novel Bar accessories. At the House of Dover is an endless display of beauty conceived by Artisans of the Old World.

**The  
Royal Bank  
of Canada**

At Hastings and Granville is the main Vancouver Branch of—The Royal Bank of Canada—Largest Canadian bank, with over 750 branches at home and abroad—This is headquarters for the Royal Bank's branches in British Columbia and a valuable point of enquiry for any businessman interested in Canadian markets, sources of supply, factory sites, credit reports and kindred subjects. The Royal Bank has branches located throughout Vancouver where Letters of Credit and Travellers Cheques may be negotiated and complete banking services obtained.

**Nothing but  
English Cutlery**

At 440 W. Hastings, is the firm of—Lewis Cutlery Ltd.—Specializing in the largest selection of English Sheffield and European Cutlery in Canada—Fine Joseph Rodgers Carving Sets and Steak Knives—English, German and Swedish Pocket Knives—Scissors of every description and for every purpose. Table and Kitchen Cutlery imported directly from Sheffield, England—Lewis' Cutlery is one of the most specialized firms in Canada and their huge stocks of cutlery are a revelation to visitors who see them.

**Fishing  
Licenses  
Sporting Goods  
English Cutlery**

On Seymour Street—2 blocks from Hudson's Bay Store—look for the sign Mc & Mc and the clock with the swinging pendulum—It is the Mc & Mc Hardware and headquarters in Vancouver for Sportsmen—In this special department you will find English and domestic fishing tackle—Guns and Ammunition—Every type of camping equipment—Accessories for the golfers, tennis player or even the big game hunter—Its all at Mc & Mc's—from high powered rifles to tent pegs—And of course, too, everything you could expect to find in Vancouver's finest Hardware store.

**Canada's  
Largest  
General Motors  
Dealership**

— on Broadway—one block east from Granville is—Dueck—Chevrolet—Oldsmobile Ltd.—operating the largest General Motors Dealership in Canada—and where 80 factory trained mechanics and Service Experts will look after your motor requirements—24 hours a day—Complete stock of G.M. Parts and accessories—Complete Tow and Service Facilities and U Drives available—Phone Cedar 4111 day or night.

## WEST VANCOUVER

The following two listings are in West Vancouver—Cross Lions Gate Bridge—Both are in centre of the famous Park Royal Shopping Centre—most elaborate of its kind in Canada.

**Maurice's  
Restaurant  
Swiss and  
French Food**

Vancouver's finest food is in West Vancouver—in the centre of the Park Royal Shopping Centre—it's Maurice's—Featuring true Swiss, French and American dishes, prepared by master cooks in a genuine European type Restaurant—The Sidewalk Café opens at 10 a.m., while on the luncheon and dinner menus you find such delicacies as—Swiss Cheese Fondue—Escargots de Bourgogne—Mille Feuilles Steak dinner or Frogs Legs—if you appreciate fine food you will feel at home in—Maurice's.

**Importations  
from England  
and Scotland**

At Park Royal, next door to Maurice Restaurant is the outstanding and unusual store of—Leathercraft of Malvern (England)—Here is a distinctive store for Ladies where on display are all manner of exquisite clothes—Suede Suits—Coats and Shorties—Tweed and Worsted Suits and Shorts—all imported direct from the Malvern workrooms. A wide range of authentic Scots Tartan Suits and Skirts—Irish Linen Dresses and Suits, Cashmere and Botany wool Sweaters and every smart accessory for the well dressed woman, including their famous gloves and handbags.

## VANCOUVER ISLAND

Service to and from the Island is by Canadian Pacific Coastal vessels—on overnight ferry from Vancouver to Victoria and daily service from Nanaimo to Vancouver—No trip to Canada's West Coast would be complete without a visit to the Island—There is direct steamer connection to Seattle from Victoria.



# VANCOUVER ISLAND — CAPITAL OF BRITISH COLUMBIA

## VICTORIA

Capital of British Columbia and one of the world's most beautifully located cities. It is but 73 miles from Victoria to Nanaimo—a magnificent drive—For visitors from Vancouver, en route to the States the better crossing is to Nanaimo and then motor to Victoria—From Seattle, by boat to Victoria and motor to Nanaimo and by boat to Vancouver.

**The  
Empress Hotel  
Canadian  
Pacific**

One of the oldest and most famous of the Canadian Pacific's hotels is—The Empress of Victoria—Within its comfortable surroundings, generations of Canadians and Americans have enjoyed Victoria's incomparable climate, and made it their headquarters from which they have played all-year-round golf—strolled the magnificent garden and bathed in the indoor pool—The Empress, too, is famed for its food—Facing the Orient, across the vast Pacific, for thousands it has been a last (or a first) pleasant experience of the Western World—and a modern Coffee Shop for your convenience.

**Crystal Court  
Motel  
AAA**

One of North America's most completely equipped and luxuriously appointed Motels—Close to the Empress Hotel and across the street from the Crystal Pool at Belleville and Douglas Sts.—60 units—double and single suites and connecting suites for families—Built in Refrigerators and every unit is kitchen equipped—Furnished with Carpets—Simmons beds—radios—telephone and steam—heated—no detail has been overlooked for the comfort of Crystal Court's guests—Ample Parking Space. Write or Telephone G-0551.

**Sydney Reynolds  
Ltd.  
English China**

On Government—just along from the Empress is the firm of—Sydney Reynolds Ltd.—Direct importers for a quarter of a century of Royal Crown Derby—Royal Worcester—Minton—Royal Doulton dinnerware and Irish Belleek (all open stock)—Royal Doulton and Worcester Figures—Floral china—Stuart's and Tudor English Crystal, authentic Antiques from 17th and 18th Century Europe. A unique and perfect replica of an old English china shop—Reynolds are collectors of Antique China and Porcelains—Derby—Chelsea—Bow—Spode—Worcester—Minton—Dresden—and Silver and Sheffield Plate.

**Rogers  
Isle of  
Enchantment  
Chocolates**

Since 1885 visitors from all parts of the world have beaten a pathway to the door of—Rogers "Isle of Enchantment" Chocolates—so that today the name "Rogers" stands for the highest quality confections in Victoria—In their attractive store you will discover the chocolates put up in small or large boxes, bearing this famous name—They can be shipped to the four corners of the Globe and every week boxes are sent to former customers from as far away as Singapore or San Francisco—of course there's a reason—a visit to 913 on Government Street (several doors from the Empress) will tell you why! Rogers makes, too, its own incomparable English Toffee—plain and chocolate coated—and which is enjoyed by so many visitors to this store.

**Perfumes  
Drugs**

Since 1862, The Victoria Pharmacy (on Government two blocks from Hotel) has been serving the public in Victoria—Today in this store, you will find—Imported French Perfumes—Guerlain—Lanvin—Chanel—Milot and Caron—Stockists of Elizabeth Arden—Yardley and Lenthéric Toiletries—Kodak Supplies—Colour and Movie Film—8-hour Developing Service—Kent English Brushes—English Toffees—Boxed Canadian Chocolates, Rust-Craft Greeting Cards—Graduate Druggists always on duty, Telephone Garden 1811.

**The  
Spode Shop**

At 1007 Government street 3rd block up from Empress Hotel is—The Spode Shop—where one of the greatest selections of Spode china in the world may be seen. Here in this attractive shop you will find more than 70 different patterns—in open stock, from which to choose—In genuine bone, new Stone and fine earthenware—Visitors will revel in these incomparable creations of the most famous china in the world—you will see Figurines and Birds by Spode—If you cherish the best you will not miss the Spode Shop.

## VICTORIA (Con't.)

**The  
Royal Bank  
of Canada**

On Government Street is the main Victoria branch of—The Royal Bank of Canada, largest Canadian bank, with over 750 branches at home and abroad. Drop in to negotiate Travellers Cheques or Letters of Credit or for any banking service you require. You will find the Manager and staff well informed on local business affairs, and too, on points of historic and scenic interest. They will be delighted to assist you.

**"The Flying  
White Stork"**

The following two listings are on Fort Street across from each other.

At 631 Fort Street is the unusually distinctive—Stork and Tween Age Shop—where all mothers and grandmothers will revel in the exquisite importations—all manner of delightful creations for baby from its first day onwards—In the Tween Age Shop the youngsters from 7-14 are outfitted completely—of course besides the importations from the British Isles, the finest domestic merchandise may be seen—For every visitor to Victoria, who has left behind one of the younger generation, a visit to the Stork and Tween Age Shop is a must.

**Williamson's  
Photo and  
Art Store**

At 640 Fort Street (just off Government) is Victoria headquarters for everything photographic—Stocking high-grade European and American Cameras and service and supplies for them—8 M.M. and 16 M.M.—Colour film of every kind—Developing of every type—German Binoculars—Imported prints—German and Swiss Colour Reproductions—English Artist Supplies—Williamson's—Victoria's leading Photographic and Artists' Supply House.

**Chalet  
Matterhorn  
Swiss  
Restaurant**

For this Restaurant follow Government Road to Traffic Circle and proceed to Shelbourne and follow to Marine Drive and go along Drive—exactly 7 miles from the Empress is the Matterhorn.

Chalet Matterhorn—most delightful Restaurant on Vancouver Island—Set amid magnificent scenery, it's a little bit of Switzerland carrying to Victoria the famous skills of Swiss Chefs—Open from 10 a.m. until midnight—You may dine between Mt. Douglas and the sea and enjoy Swiss food at its best—Under the personal direction of Emil Vollmeier and Karl Schoenenberger every day they conjure up the delicious specialties by Jodel and Long—It's a short but beautiful drive to the Matterhorn and the food you will discover there is its own reward—Reservations—Albion 111-R.

**Mileage from  
Victoria  
35**

Route 1 is followed from Victoria for Duncan and Nanaimo.

## DUNCAN

**Dodge-DeSoto  
Garage  
Texaco Service**

Opposite Court House on Cowichan Lake Road (right on your route) is—Gray Motor Co.—a modern garage and Dodge-DeSoto dealers—Factory trained mechanics, modern equipment and repairing all makes of cars—Large stock of Chrysler parts and accessories—Specializing in Bear alignment—Complete Towing and Emergency Service—All Texaco Products and Service Station facilities.

**Mileage from  
Victoria  
71**

## NANAIMO

A progressive port and town, across the Strait of Georgia, directly opposite Vancouver.

**Malaspina  
Hotel  
100 Rooms**

Service—Courtesy—Luxurious Comfort and fine food—these are what cause you to remember, an outstanding hotel—At the Malaspina—overlooking the harbour and Strait—you may enjoy all of them. Rooms with or without private bath (or en suite). A Dining Room famous for good food—and a Coffee Shop serving the same—Terraced garden overlooking the sea—No detail has been overlooked for the complete comfort and enjoyment of the guest at the Malaspina in Nanaimo—R. M. Annett, Manager.

Take ferry for Vancouver.

## ROUTE 1 TO HOPE — ROUTE 3 FOR GRAND FORKS

### VANCOUVER (See page 17)

To continue Tour Eastwards to Crow's Nest Pass follow Route 1 from Vancouver to Hope—From Hope Route 3—The Southern and Transprovincial Route is followed to Alberta.

### HOPE (See page 16)

### PRINCETON (See page 16)

From Princeton follow Route 3 via Keremeos, Okanagan Falls and Oliver to

### OSOYOOS

Border town on international Boundary—U.S. Route 97—Oroville, Washington.

On your left, 10 miles after Oliver and just on outskirts of Osoyoos, follow Signs for—Inkaneep Lodge—Delightfully situated on beautiful Lake Osoyoos—The Lodge contains comfortable Rooms—A Dining room, glass enclosed and overlooking the Lake—A Gift Shop—Also there are private Cottages, doubles and Singles, with every hotel convenience—Private Wharf—Boats for rent—Excellent fishing; Swimming—Pier Shuffle Board—Golf and Tennis nearby—The Dining Room boasts excellent home-cooked food and is open for transients—Mr. and Mrs. A. Cumine, R.R. 1 Osoyoos—Phone 3446.

On main street is—Osoyoos Drug Store, one of the most modern on Route 3—Here you will find Perfumes from France—Yardley's Toiletries; badger-hair Shaving Brushes—Rolls Razors—Soaps and Toffees all imported from England—From Canada are complete Kodak supplies—Canadian Boxed Chocolates—Greeting Cards and Magazines—A Rexall Druggist carrying all the things you expect in a first class store and of course prescriptions accurately dispensed—D. W. Saunders.

— on the main street look for the name Marshall-Wells Hardware Store direct importers of English Bone China—by many of the famous makers—featuring Figurines, Ornamental Pieces and Cups and Saucers—All kinds of Fishing Tackle and Hunting Equipment—English Cutlery—An all year round toy department—American visitors will feel at home in this store—For here is one of the famous Marshall-Wells group known so well and favourably throughout Western United States and in whose Canadian store the same fine ethics and business methods apply.

At town's main corner look for the Chevron Sign, home of Emery Motors—A completely modern Garage and Service Centre—Factory trained mechanics—Modern equipment—Tow and Service trucks—Large stock of Ford Parts and Accessories—Open from 8 - 6 p.m. daily except Sundays—When in trouble anywhere phone Osoyoos 2301—Emergency calls 2682 or 2544.

From here you travel along Route 3—Skirting the international boundary amid magnificent mountain scenery to

### GRAND FORKS

On international boundary 125 north from Spokane—via U.S. Route 395.

At western outskirts of Grand Forks is a completely modern, air-conditioned Motel—Walker's—Built in 1952 and a new wing added in 1953, this comfortable motel, set in a grove of pines has every convenience—Double and Single Units—Continental beds, air-conditioning and under the personal direction of the owners, Mr. and Mrs. Tom Walker—For reservations phone Grand Forks 266.

Mileage from  
Vancouver  
100

Mileage from  
Vancouver  
183

Mileage from  
Princeton  
100

Inkaneep  
Lodge  
Dining Room

Rexall  
Drug Store  
English  
and French  
Importations

English  
Bone China  
Sporting Goods  
Toys

Mercury-  
Lincoln  
Garage  
Complete  
Service Centre

Mileage from  
Osoyoos  
93

Walker's Motel  
Air-Conditioned

## SOUTHERN TRANS-PROVINCIAL ROUTE 3 — EASTWARDS

**Fine Clothes  
for Men  
and Women**

**Spode  
Sporting Goods**

**O.K. Garage  
Dodge-DeSoto  
Esso Products**

**Mileage from  
Grand Forks  
40**

**Rossland  
Motel  
X X X X  
Texaco Service**

**English  
Bone China  
Gifts  
That Please**

**Mileage from  
Trail  
45**

**Nash-Hudson  
Garage and  
Service Centre**

### GRAND FORKS (Con't.)

— — on Bridge Street is Grand Forks' leading clothing store—Clark's—and for more than 50 years they have been outfitting Canadians with Canada's finest Clothes—Fashion-Craft suits—Fall and winter coats for men—Pure wool sweaters for men and women—Ritchie-Farber slacks—Westward-Ho Sweaters made in England, for women—At Clark's, every member of the family will find the best quality merchandise produced by Canadian and British manufacturers.

Along Bridge Street look for—Manly and Miller, headquarters in Grand Forks for fine English bone China, including the incomparable Spode, in open stock patterns—English Cutlery—High-grade imported and domestic fishing tackle—Guns and Ammunition—Campers' Supplies—Manly and Miller's store is of great interest to visitors from the United States, because most of the merchandise which it imports from England, can be bought to great advantage in Canada.

Grand Forks' leading garage is—O.K. Garage, Dodge-Desoto dealers for Grand Forks and district—A modern garage, with factory trained mechanics and repairing all makes of cars—Specializing in body and front-end work—Jockey Service to and from all Motels—An Esso Service Centre where all Esso products are featured—Wrecking and Service trucks—Open 8 a.m. - 6 p.m.—When in trouble phone Grand Forks 27—Emergency after hours 18F.

From here follow Route 3, in Canada for 40 miles to Rossland—It is a difficult road through the mountains, but perfectly safe if taken slowly—An alternative is to cross into States, See Map—and back up Route 22A—Much longer.

### ROSSLAND — TRAIL

Towns 5 miles apart—Trail is home of Consolidated Mining and Smelting Co.

As you enter Rossland at Junction of 3 and 22 look for—Rossland Motel—4-star Government approved—9 units from family size to singles—Some have housekeeping facilities—1 mile from centre of town completely modern and every convenience, even to a studio couch in every unit—For your added convenience are Texaco Service Pumps—Phone Rossland 606—T. A. McRae, prop.

— — on the main street is—Butorac's—Rossland's leading Jewellery Store and Gift Shop—Here American Visitors will find a wide range of fine English bone china—in open stock patterns and by the better known makers—Figurines—The finest Canadian Silver—Sterling and Plate—Imported Crystal—High grade Swiss watches—Diamonds and Precious gems—In this attractive Store the visitor will find endless examples of the potter's and jeweller's craft—Butorac's on Columbia Ave. in Rossland.

From Rossland Route 3 goes north, via Castlegar to City of Nelson, set amid the beauty of the west Kootenay Mountains.

### NELSON

First Garage on your left as you enter Nelson is Kootenay Motors—Nash-Hudson dealers and operating a modern garage, where factory trained mechanics, using modern equipment repair all makes of cars—A complete Service Centre featuring B-A products and honouring Gulf and Union Credit Cards, etc.—Johnson Outboard Sales and Service—Tow and Service Trucks—when in trouble anywhere Telephone Nelson 117—Emergency after hours call 482L1 or 1278.

## WEST KOOTENAY MOUNTAIN AND LAKE AREA

### NELSON (Con't.)

#### The Royal Bank of Canada

On your left is the local branch of—The Royal Bank of Canada, and the largest Canadian Bank with over 750 branches at home and abroad. Drop in to negotiate Travellers' Cheques or Letters of Credit or for any banking service you require. You will find the Manager and Staff well informed on local business affairs and points of historic and scenic interest. They will be delighted to assist you.

#### Wedgwood China Sporting Goods British and Canadian Toys

On your right look for—Nelson Hardware—headquarters in Nelson for English bone china, including Royal Copley Figures and featuring Josiah Wedgwood in open stock—A Sporting Goods Department, with imported and domestic fishing tackle, Guns and Ammunition and complete Camping equipment—The famous Dinky Toys imported from England—A large stock of Canadian-made toys—A store replete with gifts for those at home—Nelson Hardware 446 Baker St.

#### French Perfumes English Importations Drug Store

In the centre of Nelson is Mann Drugs Ltd.—leading Drug Store in the city and where American visitors will find—French perfumes in a large variety of makes—From England are Rolls Razors—English badger-hair Shaving brushes—Yardley's toiletries—English Soaps—Toffees—from Canada are Kodak Supplies and Movie Film—Simm's and Rubberset Shaving brushes—Boxed Canadian chocolates—and of course all the routine needs which you may fill in a first-class drug store, including prescriptions accurately dispensed.

#### Men's Shop British Woollens

For 55 years, three generations of Emorys, have been headquarters in Nelson for the finest imported and Canadian clothes and accessories for men (on Baker Street)—American visitors will revel in the Warren K. Cook Clothing for men (and coats for women)—Shiffer-Hillman and Leishman Suits, tailored-to-measure from imported British fabrics or ready-to-wear—Daks English slacks—Pure wool socks and the best in sportswear—Every accessory for the well-dressed man will be found at—Emory's, 571 Baker St., in centre of the Shopping district.

#### Beauty Shoppe

Just above Emory's, 577 Baker Street is THELMA'S BEAUTY SHOPPE, owned and operated by Mr. and Mrs. J. T. Moon, where you will be given the skilled talent of their well-trained staff, the comfort of their up to date salon and the courtesy of people who enjoy serving you. They suggest for vacation-weary hair their special cream pack which will leave it soft and gleaming in a minimum of time. Try it and continue your trip smart and refreshed. They will make every endeavour to give their visitors an appointment but would appreciate a telephone call or wire in advance whenever possible.

#### Shamrock Grill

On Boulevard at 702 Vernon St. is Nelson's best restaurant—The Shamrock Grill—Here truly home-cooked food, prepared by women cooks is yours to enjoy from 7 a.m. - 8 p.m. (closed Sundays)—You may have this excellent food at the Coffee Bar or table service—A la carte and regular table d'hote—But whichever you fancy or wherever you sit, the outstanding feature of the Shamrock is, excellent food skillfully prepared and served in pleasant quiet surroundings.

#### Bluetop Bungalow Court AAA

— — 2 blocks from Ferry Landing and Lakeside Park is the finest accommodation in the West Kootenays—Bluetop Bungalow Court, recommended by Duncan Hines and AAA—Consists of 12 units with every possible modern convenience for the comfort of its guests—Insulated and with central hot water heat—You may have accommodation with or without kitchen facilities—For reservations—Write, wire or phone—Nelson 265—Miss Jean Spiers—Look for the Blue Top.



# KOOTENAY MOUNTAINS

In Nelson you cross by Ferry to Route 3 and proceed to Fraser Landing (20 miles) where another ferry takes you across Kootenay Lake to Kootenay Bay—You then travel south on Route 3 to Creston.

Mileage from  
Nelson  
40

## CRESTON

A few miles north from Idaho Border.

AAA Garage  
Ford-Monarch  
Service Centre

Look for the big B-A sign in Creston—home of Universal Motors—Ford-Monarch dealers and operating the most complete automotive service in the East Kootenays—Fireproof garage, staffed by factory trained mechanics and repairing all makes of cars—Good-rich tires—Tire shop—Body shop—Wheel alignment—wrecking service—Large stock of Parts and Accessories—Complete B-A Service Station (Gulf, Union, Richfield, Skelly and D-X Mid-Continent Credit cards)—When in trouble phone Creston 16—Emergencies 239X.

English  
Bone China  
Silverware

In Miller's modern Jewellery Store, on the main street, United States visitors will be delighted with the large stocks of Shelley, Aynsley, Paragon, Coalport and Royal Albert English bone china—Royal Doulton Figurines—Canadian Sterling and Silverplate—Cut Crystal—High grade Swiss watches—Fine diamonds and precious gems—Gifts for every member of the family—An attractive store replete with high quality merchandise.

Coffee Shop

The Coffee Shop, on the main street and largest Restaurant on Route 3—Excellent food, home-cooked and served at the Coffee Bar or in Private Booths—Table d'hôte and à la carte service—Open from 7 a.m. - 12 midnight—featuring home-made ice cream—Consult the high wall-map on the East Kootenay Area or ask for a menu with the Area map on front cover—An unusually fine Restaurant, with complete Soda Fountain facilities.

Perfume  
Importations  
Drug Store

Creston's leading Drug Store is—Avery-Carr and it is headquarters for French Perfumes—English toiletries and Toffees—Kodak Supplies and movie film—Boxed Canadian chocolates—Simm's and Rubberset Shaving brushes—A wall Soda Fountain for your convenience and of course Your prescriptions accurately dispensed—Avery-Carr, on the main street, and a pleasant place to shop.

Orchard Grove  
Motel  
AAA  
X X X X

Travel east out of Creston and follow the signs for Orchard Grove Motel—Creston's finest. Approved by AAA and 4-star Government rating—Orchard Grove is a cement block all year accommodation—with central heat—each of the 10 units has 2 bedrooms, living room and every modern convenience—including private garage—Under the personal direction of Mr. and Mrs. Harry Turner and 2 miles from centre of Creston—Telephone 346X.

From Creston follow Route 3 via Yahk (where 3 and 95 join Eastport, Idaho, Kingsport, B.C.) to Cranbrook.

## EAST KOOTENAYS — FERNIE

**Mileage from  
Creston  
64**

**Hotel  
Cranbrook  
Coffee Shop**

**Department  
Store  
Woollens**

**The  
Royal Bank  
of Canada**

**General Motors  
Garage  
B-A  
Service Centre**

**Mileage from  
Cranbrook  
60**

**King Edward  
Hotel**

**King Edward  
Hotel  
Coffee Shop**

**General Motors  
Complete  
Service Centre**

### CRANBROOK

— — on the main street as you enter town, on your right, is Cranbrook's finest Restaurant and Coffee Shop—in the Hotel Cranbrook—7 days a week, from 6.30 a.m. - 1 p.m. the best food in the Province may be enjoyed—at the Coffee Bar or in private booths or table service—A member of National Credit Cards Inc.—Their banquet room is also the meeting place of all of the service clubs in Cranbrook—There's a reason!

Farther down on the main street is Cranbrook's leading store and largest in the city—Cranbrook Merchantile Ltd.—Here you will find generous stocks of Hudson's Bay point Blankets—Famous Canadian Kenwood Blankets—British woollen Sweaters—Irish linens—yardage in Tartans besides Tartan Skirts and Scarves—Scott-McHale Shoes and Clothes and Sportswear for all the family—right in the centre of Cranbrook—Cranbrook Merchantile Ltd.

At the fork where you veer left to follow Route 3 out of town is the local branch of The Royal Bank of Canada, largest Canadian bank, with over 750 branches at home and abroad. Drop in to negotiate Travellers Cheques or Letters of Credit or for any banking service you require. You will find the Manager and staff well informed on local business affairs, and, too, on points of historic and scenic interest. They will be delighted to assist you.

Immediately after the Royal Bank look for the GM Sign—home of—Pioneer Motors—General Motors dealers and servicing all makes of cars—Factory trained mechanics—Large stock of GM Parts and Accessories—Complete B-A Service and Products (Gulf Oil—D-X—Union 76—and Conoco Credit Cards honoured)—Scrupulously Clean Rest Rooms—Towing Service—When in trouble phone 555—Emergency calls after hours 510 or 318.

Route 3 out of town—via Wardner for Fernie.

### FERNIE

In the centre of town is Fernie's leading hotel—The King Edward—26 rooms, many of which have private bath—A Dining Room and Coffee Shop where excellent food is the order of the day—Greyhound Bus Terminal—For Reservations phone Fernie 11—owner-managed—and situated in the very centre of the Rocky Mountains.

Right in King Edward Hotel is Fernie's leading Restaurant featuring Canadian food prepared by Canadian women cooks and served by smart Canadian waitresses—from 7.00 a.m. until midnight—7 days a week. The Coffee Shop is prepared to tempt your appetite with home cooked table d'hôte meals or a la carte service throughout the day—A fully equipped Soda Fountain and a Confectionery Dept. featuring famous Canadian and English brands of boxed Chocolates and Toffees.

Across the street from the King Edward Hotel is Fernie's leading Service Centre—Lees Motors—General Motors Dealers for Fernie and District—In a modern fireproof, garage, factory trained mechanics, using the latest equipment, repair all makes of cars—Large Stock of G.M. Parts and Accessories—Complete wrecking Service—Your B-A Service Centre, honouring Gulf—Union—Skelly—Mid-Continent etc. Credit Cards—When in trouble phone Fernie 182 for prompt help—Tourist Information on the East Kootenay Area is gladly given.

English  
Bone China  
English  
Importations

FERNIE (Con't.)

In centre of town is—Mintons—for 35 years headquarters in Fernie for fine English china—Shelley in open stock patterns—Royal Worcester Figurines—Floral and Dresden china—Royal Brierley Crystal—Wedgwood Dinnerware—Fine French Perfumes—Yardleys Toiletries—Badger hair shaving Brushes—Cameras and Film—English Toffees and boxed Canadian Chocolates—a fine store where exclusive merchandise is sold at prices that remain constant throughout the year.

From Fernie by Route 3 it is 40 miles to the British Columbia-Alberta border and you travel through the mountains by the Crow's Nest Pass—then by Route 3 in Alberta for 33 miles to Pincher Creek—Here turn south and 40 miles away is Waterton Park—Canadian section of the International Peace Park, lying 150 miles north from Missoula, Mont. on U.S. Routes 93 and 2—and one of the most beautiful spots in the Canadian West.

WATERTON LAKES  
NATIONAL PARK

70 miles from Fort MacLeod (see page 4)

Kilmorey  
Lodge

— a delightful Resort Hotel situated on Emerald Bay and set beneath the beautiful Mountains on 3 sides and the sparkling waters facing its terrace—Rooms with or without bath, and rooms ensuite—The attractive lounge with its huge fireplace—Its Dining Room, where excellent and truly home-cooked meals are featured are but two of the lasting pleasures to be enjoyed—Recommended by Duncan Hines and the AAA, Kilmorey Lodge richly deserves its reputation—Under the direction of Mr. and Mrs. Kirk Bell and open from May 15th - September 15th.

Texaco Garage  
Waterton  
Lakes Cruise

Drive to Texaco Sign and Central Service Garage—Besides a complete Garage and Service Station it is the home port of the famous Waterton Lakes Cruises on board the 30-passenger cruiser—"Deeindra"—4 regular 1-hour cruises every day, to the head of the beautiful Lakes—Full details may be obtained at Kilmorey Lodge or at the garage—the comfortable, seaworthy Deeindra, powered by twin Chrysler marine motors and half cabin covered is under command of Captain Cliff Ott.

Frank's  
Restaurant and  
Gift Shop

— on the townsite's main Shopping Street is Frank's Restaurant—largest and most modern in the Park—From 5.30 a.m. - 2 a.m. delicious home-cooked food is served at the Coffee Bar— or in Private booths or tables—Table d'hôte meals or à la carte service—Complete soda Fountain—Adjoining the Restaurant is a modern Gift Shop featuring Royal Albert, Windsor, Queen Anne and other makes of English bone China—Figurines—Hand-dressed dolls—Hand-tinted photographs of the Park—Fishing tackle—English Toffees and many other interesting gifts for every member of the family who was left at home.

Irish Belleek  
China  
Rexall  
Drug Store

A few doors away from the Restaurant is—Waterton Pharmacy—a Rexall Drug Store and carrying large stocks of—French Perfumes—Yardley's toiletries and English soaps—Badger-hair Shaving brushes—English Toffees—Rolls Razors—Kodak Supplies and Movie film—Cameras—the famous Irish Belleek China in open stock—a complete range of Greeting Cards—boxed Canadian Chocolates and every item which you expect to find in a Rexall Drug Store.

Here the Tour ends—For visitors travelling up the Coast from San Francisco etc., entry to Canada is made at Blaine, Wash. (see page 17) for Vancouver then tour is continued in sequence to page 27 and then begin on page 3 and follow in sequence—If entering from via Wenatchee, Wash., consult page 21 and follow in sequence—From Spokane or Idaho see page 24.



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Automobile Clubs and like organizations should send requests for quantities of 100 or more, early in February of each year.



## A WORD ABOUT THIS TRIP



This publication is an effort to place in the hands of the Motorist an accurate Guide, for a trip through The Rocky Mountains of Alberta and British Columbia.

No words can describe the splendour of the scenery nor the majesty of the mountains themselves — but if this route is followed it achieves two results - - -

The Tour complete is over excellent highways — many of which are paved and which wind through the most beautiful Mountain Country in the World - - - second, it is the only way a comprehensive view of Canada's Rockies, from the accessible roads, may be seen without doubling back - - - If entering from the Eastern and Mid-Western States through Montana, simply begin at Page 3 and follow on - - - But if entering from the West Coast or from the South, consult Page 2 for directions.

The Publisher hopes you will enjoy this trip - - - certainly it will never be forgotten - - - Besides the Mountains, visitors will see our Two Westernmost Provinces where Canadians, like Canadians across the Country, extend a hearty welcome to you.

TOM TAYLOR, Publisher,  
Box 66,  
Hamilton, Canada.

Season  
1953